

ORDER



Orders	Order / Rev:	168620
	Alt Order #:	06361689
	Product Desc:	ROMNEY / RNC
	Estimate:	278
	Flight Dates:	10/03/12 - 10/09/12
	Original Date / Rev:	10/02/12 / 10/02/12
	Order Type:	GENERAL

WDJT-TV-LP

Primary AE:	Matthew Norten
Sales Office:	HDC
Sales Region:	NAT

Agency	Name:	American Rambler Productions
	Buying Contact:	Stephanie Kincaid
	Billing Contact:	
		139 Conant Street
		Beverly, MA 01915

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Poli/M Romney/R/Pres/US
	Demographic:	A35+
	Product Codes:	PL Candidate
	Priority:	P-2
	Revenue Codes:	AGY, POL, CAND

New Business Thru: _____
 Order Separation: 00:15:00 _____
 Advertiser External ID: _____
 Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/09/12	41	\$24,650.00	\$20,952.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	41	\$24,650.00	\$20,952.50	0.00
Totals	41	\$24,650.00	\$20,952.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WDJT-TV-LP	13%	\$24,650.00
Market	100%	\$189,615.38

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	33%	\$62,573.08
WITI	42%	\$79,638.46
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	12%	\$22,753.85
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	10/03/12	10/04/12	Morning News M-F 6a - 7a	CM	6a-7a	--WT---	:30	2	\$50.00	P-2	0.00	NM	2	\$100.00
				M-F 6a - 7a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--WT---		2				\$50.00		0.00			
E 2	WDJT	10/08/12	10/08/12	Morning News M-F 6a - 7a	CM	6a-7a	1-----	:30	1	\$50.00	P-2	0.00	NM	1	\$50.00
				M-F 6a - 7a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	1-----		1				\$50.00		0.00			

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Advertiser: Poli/M Romney/R/Pres/US
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 Estimate: 278

WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WDJT	10/03/12	10/04/12	CBS Mning Nws M-F 7-9M CBS This Morning M-F 7a-9a		7a-9a	--WT---	:30	2	\$50.00	P-2	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--WT---					2	\$50.00		0.00			
E 4	WDJT	10/08/12	10/08/12	CBS Mning Nws M-F 7-9M CBS This Morning M-F 7a-9a		7a-9a	1-----	:30	1	\$50.00	P-2	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	1-----					1	\$50.00		0.00			
E 5	WDJT	10/08/12	10/08/12	Price Is Right 10a-11a Price is Right 10a-11a	CM	10a - 11a	1-----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	1-----					1	\$350.00		0.00			
E 6	WDJT	10/03/12	10/03/12	Price Is Right 10a-11a Price is Right 10a-11a	CM	10a - 11a	--1----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--1----					1	\$350.00		0.00			
E 7	WDJT	10/03/12	10/04/12	News at Noon News at Noon	CM	12p-1230p	--WT---	:30	2	\$150.00	P-2	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--WT---					2	\$150.00		0.00			
E 8	WDJT	10/08/12	10/08/12	News at Noon News at Noon	CM	12p-1230p	1-----	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	1-----					1	\$150.00		0.00			
E 9	WDJT	10/03/12	10/03/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p	--1----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--1----					1	\$300.00		0.00			
E 10	WDJT	10/08/12	10/08/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p	1-----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	1-----					1	\$300.00		0.00			
E 11	WDJT	10/08/12	10/09/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	MT-----	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MT-----					2	\$750.00		0.00			
E 12	WDJT	10/03/12	10/05/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	--WTF--	:30	3	\$750.00	P-2	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--WTF--					3	\$750.00		0.00			
E 13	WDJT	10/03/12	10/05/12	Wheel of Fortune 630p-7M 630p-7p/Wheel	CM	M-F 630p-7p	--WTF--	:30	3	\$750.00	P-2	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--WTF--					3	\$750.00		0.00			
E 14	WDJT	10/08/12	10/09/12	Wheel of Fortune 630p-7M 630p-7p/Wheel	CM	M-F 630p-7p	MT-----	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MT-----					2	\$750.00		0.00			
E 15	WDJT	10/03/12	10/05/12	M-F Late News M-F Late News	CM	10p-1035p	--WTF--	:30	3	\$375.00	LUR	0.00	NM	3	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--WTF--					3	\$375.00		0.00			
E 16	WDJT	10/08/12	10/09/12	M-F Late News M-F Late News	CM	10p-1035p	MT-----	:30	2	\$375.00	LUR	0.00	NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MT-----					2	\$375.00		0.00			
E 17	WDJT	10/06/12	10/06/12	CBS Sat Morn Nws 6a-9a CBS This Morning: Sat 6a-9a		6a-9a	-----1-	:30	1	\$50.00	P-2	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 17	WDJT	10/06/12	10/06/12	CBS Sat Morn Nws 6a-8a CBS This Morning: Sat 6a-9a	CM	6a-9a -----1-	:30	1	\$50.00	P-2	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/01/12	10/07/12	-----1-		1		\$50.00	0.00					
E 18	WDJT	10/06/12	10/06/12	Sa 9p - 10p 48 Hours	CM	9p - 10p -----1-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/01/12	10/07/12	-----1-		1		\$600.00	0.00					
E 19	WDJT	10/06/12	10/06/12	Sat Late News Sat Late News	CM	10p-1035p -----1-	:30	1	\$375.00	LUR	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/01/12	10/07/12	-----1-		1		\$375.00	0.00					
E 20	WDJT	10/07/12	10/07/12	Eye to Eye Eye to Eye 7a	CM	7a-730a -----1	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/01/12	10/07/12	-----1		1		\$150.00	0.00					
E 21	WDJT	10/07/12	10/07/12	CBS Sunday Morning CBS Sunday Morning	CM	8a-930a (8:00 AM-9:30 AM) -----2	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/01/12	10/07/12	-----2		2		\$750.00	0.00					
E 22	WDJT	10/07/12	10/07/12	Face the Nation Face the Nation	CM	930a-10a (9:30 AM-10:30 AM) -----1	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/01/12	10/07/12	-----1		1		\$750.00	0.00					
E 23	WDJT	10/07/12	10/07/12	Sun 10-1030a Green Bay Nation	SPRT	10a-1030a -----1	:30	1	\$100.00	LUR	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/01/12	10/07/12	-----1		1		\$100.00	0.00					
E 24	WDJT	10/07/12	10/07/12	NFL Early Game Regular Season NFL Early Game	SPRT	NFL Early Game -----2	:30	2	\$2,000.00	P-2	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/01/12	10/07/12	-----2		2		\$2,000.00	0.00					
E 25	WDJT	10/07/12	10/07/12	NFL Late Game Regular Season NFL Late Game Regular Season	SPRT	NFL Late Game Regular Season -----2	:30	2	\$1,600.00	LUR	0.00	NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/01/12	10/07/12	-----2		2		\$1,600.00	0.00					
E 26	WDJT	10/07/12	10/07/12	Su 8p - 9p The Good Wife	CM	8p-9p -----1	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/01/12	10/07/12	-----1		1		\$2,500.00	0.00					
Totals													41	\$24,650.00